

Winston



Quick Chek Food Stores

RJ Reynolds
Tobacco Company

Positioning: No Bull

Heart

- Straight Up
- True to Oneself
- Reject Artificiality



Head

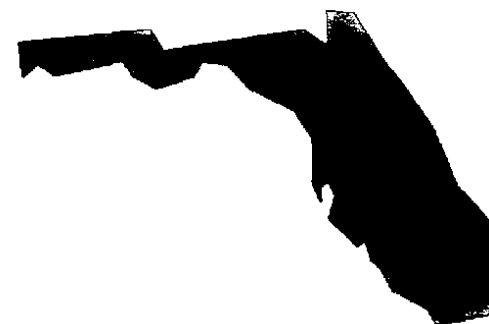
- No Additives
- No Artificial Ingredients
- 100% Tobacco, True Taste

National Introduction - August 4

- Start to arrive at Retail as early as June 2
- Repositioning - No Bull Brand
 - Only leading Brand with no artificial ingredients and no additives
 - New Pack design

Test Market Results

Florida Approximately 1 year



- Significant Incremental Share Gain
- Greater than 50% of competitive adult smokers think Winston No Bull is better
- Greater than 90% of franchise adult smokers think Winston No Bull is better
- Box Brands - 65% of Winston test market growth
 - 80% of 21 to 24 year old prefer Box
 - 60% of 25 to 34 year old prefer Box



Consumer Communications

- Three weeks prior to distribution, a carton insert will be put in current **Winston** cartons
- Impactful POS/PDI will be available at retail
- While in retail accounts, RJR reps will communicate one on one with competitive adult smokers encountered

Winston - No Bull

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Rotation



CURRENT



NEW

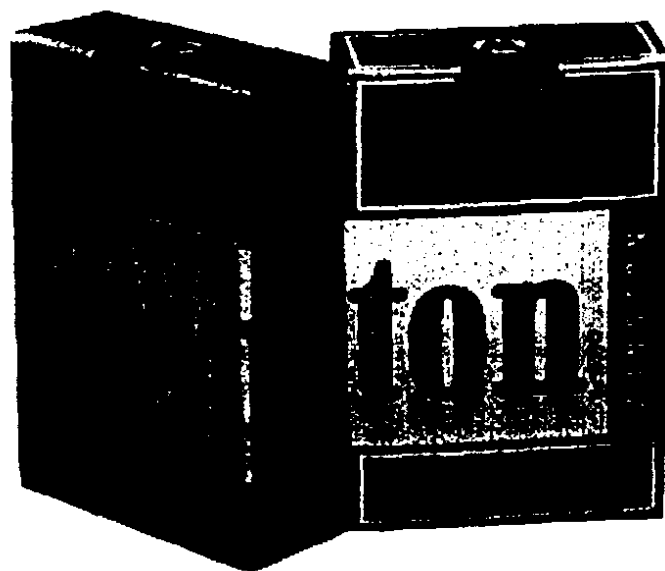
- Rotate current **Winston** to top - Sell First
- Do not display No Bull **Winston** until current **Winston** is sold
- Beginning August 4, RJR Reps will arrange to return all current packaging to wholesale

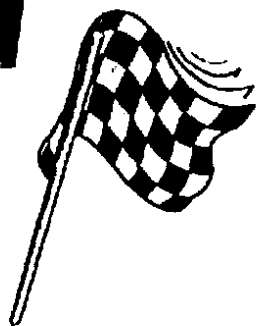
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RJR Displays

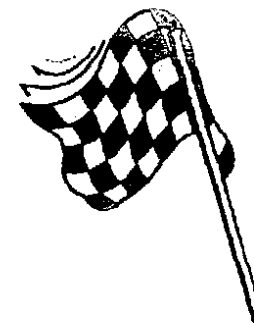
- Winston product will be 100% Box!





No Bull Sweepstakes

300 Winston Racing Jackets



- RJR Reps will have Entry Forms
- Retailers / Clerks must be 21 years old or older (will be verified by RJR Rep)
- Answer 5 questions on New No Bull Winston Proposition



Winston Promotions[®]

*** No Bull ***

- August-----Buy 2 packs, get 2 packs free
Delivery - Week of August 4
 - September-----Buy 2 packs, get 2 lighters free
Delivery - Week of September 1
 - October-----Buy 2 packs, get a free hat
Delivery - Week of September 29
 - December-----Buy 2 packs, get a free premium (TBD)
Delivery - Week of December 1
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